



## SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR CALENDAR DISSEMINATION IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK

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## **ABSTRACT**

A system, method and computer program product are disclosed for disseminating calendar information in a supply chain utilizing a network. A network is utilized to receive data from a plurality of outlets of a supply chain relating to the sale of products by the outlets. A calendar of events is generated. Access to the calendar of events is allowed utilizing a network-based interface.